

PARTNERS CELEBRATE EARTH DAY

EARTH DAY FAMILY EVENT

After joining ENERGY STAR®, the American Broadcasting Company (ABC) hosted an Earth Day event for over 1,000 employees and their families. Attendees participated in trivia games, contests, and other activities to learn more about energy efficiency and opportunities for energy and cost savings at home and at work. Employees learned first-hand about ABC's commitment to educating staff on protecting the environment.



POSTERS

Kinko's worked with ENERGY STAR to design an Earth Day poster that was displayed in its 859 stores during the last two weeks of April. Based on positive customer feedback, Kinko's also displayed the design on screen savers, counter cards, and window decals.



CONTEST

Blockbuster celebrated Earth Day by holding the "Be a Hero" Contest. In stores nationwide, Blockbuster hung posters to advertise the contest and ran an informational video to educate consumers about energy efficiency.



EMPLOYEE HANDBOOK

Siemens' Environmental Health and Safety Department promoted energy efficiency and Earth Day by distributing "Catch the Green Wave" booklets to its employees. The booklet featured 26 ways staff could protect the environment and celebrate Earth Day.



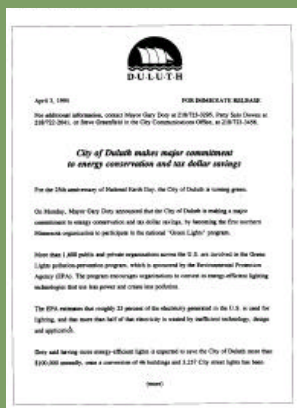
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TREE PLANTING CEREMONY

To celebrate Earth Day and recognize ten schools that received the ENERGY STAR® label, Wyandotte school district in Michigan partnered with Johnson Controls, Inc. to educate students about the environment. Activities included viewing a solar powered car, planting trees, and a plaques presentation by regional EPA representatives.



PRESS RELEASES

For the anniversary of Earth Day, the City of Duluth, Minnesota issued a press release in local newspapers announcing the city's partnership with ENERGY STAR and commitment to energy and tax dollar savings.

INTERNAL NEWSLETTERS

The Earth Day edition of *Inside Thomson*, Thomson Consumer Electronics' monthly employee newsletter, focused on how the company is helping to create a greener future. The newsletter included articles on Thomson's recycling practices, environmental health and safety programs, and its involvement with ENERGY STAR.



PACKAGING

To commemorate Earth Day and communicate the company's partnership with ENERGY STAR, McDonald's launched a nationwide ENERGY STAR awareness campaign. Throughout April, McDonald's bags and cups displayed the ENERGY STAR label, a description of the program, information on McDonald's progress in upgrading restaurants with energy-efficient technologies, and contact information for customers to learn more.



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